



Tools For Action

An inventory of nutrition and physical activity interventions in Wisconsin

Program Name

Kenosha County WIC Program - Racine/Kenosha Community Action Agency

Contact Information

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Program Information

Type of Program Other
Year Coalition was Formed 1978
Primary program focus Nutrition
Region Southeastern
County Kenosha
Coalition Web Site Address www.co.kenosha.wi.us/DHS/Divisions/Health

Program Information

Represented Groups on Coalition Health Dept WIC	Represented Professions on Coalition Dietitian Other
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A Wisconsin Nutrition and Physical Activity Program



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Intervention Name

WIC group nutrition sessions on Healthy Weight!

Intervention Information

Type of Intervention:	Physical Activity & Nutrition Event
Focus Area:	General Physical Activity & Nutrition
Intervention Site or Setting:	Community
Scope of Intervention:	Individual sites
Target Audience:	All races and genders Ages 1-4, 12-19, 20-39, 40-59
Total Population in Area Served:	The Kenosha County WIC Program has a monthly caseload 3471
Number of Participants:	Approximately 150 participants a month.
Implementation Status:	Ongoing on WIC draft issuance days.

Partners:

A nutrition educator from the Racine/Kenosha Nutrition Education Program comes to our clinic two times a month to assist with the classes.

Unique Funding:

Evaluation:

Impact on Knowledge, Attitudes & Behavior Survey – One-time
Service Data – Monthly

Evidence-Based or Best Practice based on
Accepted WIC practice

Products Developed or Materials Used:

Handouts in English and Spanish Recipes in English and Spanish State developed material

Intervention Description:

On WIC draft issuance days, participants attend a secondary nutrition education activity related to an identified risk/need. This particular nutrition education activity is related to achieving and maintaining a healthy weight.

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Intervention Name WIC certification appointments

Intervention Information

Type of Intervention: Nutrition Event
Focus Area: Adequate food
Intervention Site or Setting: Community
Scope of Intervention: Individual sites
Target Audience: All races and genders Ages 1-4, 12-19, 20-39, 40-59
Total Population in Area Served: WIC monthly caseload 3471
Number of Participants: Approximately 525 certifications per month.
Implementation Status: ongoing

Partners:
Unique Funding:
Evaluation: Health Indicator - Other, Service Provision – Monthly Impact on Knowledge, Attitudes & Behavior Direct Observation - Other
Evidence-Based or Best Practice based on Accepted WIC practice

Products Developed or Materials Used:

State developed nutrition cards Agency developed recipes in English and Spanish

Intervention Description:

Pregnant women, breastfeeding women with infants less than one year, postpartum women with infants less than 6 months, infants and children under the age of 5 who are income eligible are certified for the WIC Program. Upon certification, participants receive nutrition education/information, referrals and information on other programs and resources and supplemental foods.



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Intervention Name Farmer Market Nutrition Program

Intervention Information

Type of Intervention: Nutrition Event
Focus Area: Fruit & Veggies
Intervention Site or Setting: Community
Scope of Intervention: County
Target Audience: All races and genders Ages, 1-4, 5-11, 12-19, 20-39, 40-59
Total Population in Area Served: In 2004, 2,463 farmer market packages were issued to WIC participants in Kenosha County.
Number of Participants: 49% redemption rate for 2004
Implementation Status: June through October

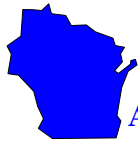
Partners: Kenosha County Division of Health trains and monitors the vendors. Racine/Kenosha Nutrition Education Program assisted with promoting FMNP on two draft issuance days per month.
Unique Funding:
Evaluation: Service Provision Impact on Knowledge, Attitudes & Behavior Survey & Service Data – annually Other - monthly
Evidence-Based or Best Practice based on

Products Developed or Materials Used:
State developed cookbooks 5-a-day material

Intervention Description:

WIC participants are issued FMNP checks during the months of June-October. WIC staff train and encourage participants to use the checks. Nutrition related activities at certification appointments and draft issuance are implemented to increase the likelihood that participants will purchase and consume the fruits and vegetables.

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Intervention Name

Nutrition Classes & Nutrition Counseling At Kenosha Community Health Center

Intervention Information

Type of Intervention:
Nutrition Event
Focus Area:
General Nutrition
Intervention Site or Setting:
Health Care
Scope of Intervention:
Individual sites
Target Audience:
All races, genders and ages
Total Population in Area Served:
Number of Participants:
Approximately 25 clients seen per month.
Implementation Status:
Monthly

Partners:
Referrals from physicians and nurses at Kenosha Community Health Center for one of our nutritionist to conduct classes and individual counseling.
Unique Funding:
Kenosha Community Health Center pays for the nutrition services.
Evaluation:
Health Indicator – Other Service Provision – Monthly Impact on Knowledge, Attitudes & Behavior
Evidence-Based or Best Practice based on
American Dietetic Association accepted practice/ medical nutrition therapy accepted practice

Products Developed or Materials Used:

State developed material National organization developed material (i.e. American Heart Association, American Dietetics Association, NIH)

Intervention Description:

Classes on weight loss, hyperlipidemia and hypertension are conducted on a monthly basis. These classes are in English and Spanish. The nutritionist also provides individual counseling on type 2 diabetes for children and adults, weight loss and other nutrition-related topics.



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Intervention Name

WIC Fun Walk

Intervention Information

Type of Intervention: Physical Activity Event
Focus Area: Biking/walking
Intervention Site or Setting: Community
Scope of Intervention: County
Target Audience: All races, genders and ages
Total Population in Area Served:
Number of Participants: Approximately 50 people attend the event.
Implementation Status: Once a summer. (This activity has been done for several years; although last year it was not possible to hold the event.)

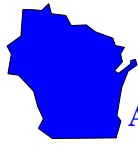
Partners: Racine/Kenosha Nutrition Education Program assisted one year with the activity.
Unique Funding:
Evaluation: Direct Observation – One-time
Evidence-Based or Best Practice based on

Products Developed or Materials Used:
Brochures and flier advertising the event.

Intervention Description:

WIC participants are invited to attend a Fun Walk that is held at a park with a cement trail along the lakefront. The actual walk takes approximately 20 - 30 minutes. Refreshments (healthy) are served afterwards and kids can play in the park and go under the large sprinklers. Donations from organizations are obtained from local businesses and a raffle is held for items such as a fruit baskets, free bowling, a month family pass to the local YMCA, etc.

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Intervention Name

Field of Dreams Community Garden

Intervention Information

Type of Intervention: Physical Activity & Nutrition - Event
Focus Area: General PA&N
Intervention Site or Setting: Community
Scope of Intervention: Other
Target Audience: All races, genders and ages
Total Population in Area Served:
Number of Participants: Approximately 25 - 30 WIC families attended the garden activities on a weekly basis.
Implementation Status: summer only: This activity began in 2000 and was done each year with the exception of last year.

Partners: UW-Extension Field of Dreams - Garden Educator Racine/Kenosha Nutrition Education Program
Unique Funding: The first year was through a mini-grant through the State on revitalizing nutrition education. The other years it was part of the WIC performance contracts.
Evaluation: Service Provision & Direct Observation - Other Impact on Knowledge, Attitudes & Behavior Survey – One-time
Evidence-Based or Best Practice based on

Products Developed or Materials Used:

Recipes Garden cards on preparing and storing vegetables A taste test was done on the "vegetable of the day."

Intervention Description:

Every Tuesday morning WIC participants were invited to the Field of Dreams Community Garden. At the garden, participants received information on the highlighted "Vegetable of the day" and encouraged to try a recipe that included this vegetable. Afterwards, participants were encouraged to help pick the produce in the garden. During that time, a garden educator would discuss information relating to planting, harvesting and/or storing the vegetable with the families. Participants could bring home a portion of all the produce that was picked that day and a portion was donated to a local food pantry. Participants could also pick up their WIC drafts at the garden. This program was very popular the first few years, but when we started issuing FMNP checks we unfortunately noticed a decline in participation.

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